



WORK STUDY PROGRAM – POSITION DESCRIPTION FORM

Personnel Department: Contingent Workforce Programs

JOB # 39-2009

Department	<u>Neighborhoods</u>	Number of Positions	<u>1-2</u>	Wage	<u>\$18.77</u>
Job Title	<u>Public Relations Intern (Administrative Specialist I)</u>	Location	<u>Seattle Municipal Tower-17th floor (700 5th Ave)</u>		
Start Date	<u>ASAP</u>	End Date	<u>06/2010</u>	Work Scheduled Between	<u>9:00</u> AM <u>6:00</u> PM
Minimum	<u>19</u> Hours/Week	and Maximum	<u>19</u> Hours/Week	Summer Schedule	<u>20</u> Hours/Week
Special Work Scheduling Requirements <u>May require some evenings and weekends</u>					

SUMMARY OF WORK TO BE PERFORMED: Intern would work with the Community Relations Strategic Advisor who is the lead communicator for the department. The student will support the community relations work through the following: assist with the content and posting of information on internal and external website, assist with writing drafts for print publications and the media, assist with events, and participate in social media. The student will work as part of a team serving a diverse community.

DUTIES STATEMENT:

% of time 30	1) Assist with the upkeep of the website and calendar; assist with drafting content; review existing web pages to ensure accuracy and timely information. Assistance in drafting articles and providing editing support for the website, publications and press releases that conform to messaging and branding standards. Help to maintain writing and communications standards; review materials and web posts for proper grammar, writing, message clarity, consistent tone and style, and branding. Respond to needs and inquiries regarding program areas. Maintain databases.
20	2) Assist Public Information Officer (PIO) in supporting and maintaining social networking presence on applications such as the department's blog, Facebook, Twitter, etc. and assist with identifying additional social media tools the department should consider adopting; participate in creative and strategic approaches to help the department's publicity and marketing efforts through social media, Web tools and viral marketing.
20	3) Assist with planning and executing small projects or events.
15	4) Assist PIO in building working relationships with print, broadcast, and other media to enhance the department's image and reputation.
15	5) Maintain and update media database with contacts, deadlines and print schedules; maintain news release and news clipping archive system and photo library system. Research and gather information, conduct interviews, and draft articles for publication; take photos as needed.

EDUCATIONAL BENEFITS TO BE DERIVED BY WORK STUDY EMPLOYEE:

The intern will gain knowledge, skills and experience in the area of community-building, civic engagement and public administration. Project work will enhance planning, organizational, and communication skills. The intern will receive an orientation to and employ strategies which promote racial and social justice. The intern will experience working with individual, small and large groups as well as exposure to a large institution. Their experience will also provide exposure to policy, research and evaluation.

REQUIRED QUALIFICATIONS:

- Upperclassmen (juniors, seniors, or graduate students) studying communications, marketing/business, journalism, or related course of study (relevant experience can substitute for major).
- Excellent written and verbal communication skills is a must.
- Excellent interpersonal skills; strong attention to detail; demonstrated ability to work with diverse populations.
- Ability to be resourceful and work independently on tasks.
- Working knowledge of software applications including Word, Excel, and PowerPoint is a must.

DESIRED QUALIFICATIONS:

- Provide high level of quality customer service; maintain confidentiality and use tact and discretion
- Regular and satisfactory attendance and punctuality.
- Appropriate business casual dress.
- Editing and copywriting experience or communications/public relations experience preferred.
- Knowledge of web design and editing, social media tools and traditional marketing tools preferred.
- Knowledge of marketing, public relations, advertising and/or media relations; Web site and social marketing experience preferred.
- Working knowledge of software applications including Adobe Photoshop, and/or Adobe Contribute is a plus.

DESCRIBE ANY TRAINING REQUIRED AFTER EMPLOYEE IS HIRED:

Orientation and Race and Social Justice Initiative training.

EXPLAIN THE TYPE OF SUPERVISION/GUIDANCE GIVEN THIS EMPLOYEE:

The intern will report directly to the Community Relations Strategic Advisor, who will provide close supervision by directing the daily tasks of the assignment and reviewing the work for progress, completeness, and accuracy.

APPLICATION INSTRUCTIONS:

Send the following:

1. A cover letter and resume that speaks to how you meet the qualifications and why you are interested in the position (in your resume please include your expected date of graduation).
2. Your school's referral/authorization form (it should have your work study award amount as well as your work eligibility dates) and it must not be older than 30 days.
3. Writing sample: such as articles, releases, or short essays (under 300 words).

Send it to: Andrea Lowe at cwp@seattle.gov or fax to 206-684-5809. **Include the position title, job # (39-2009), and your e-mail address.

Please do not apply until you have a 2009-10 work study referral/authorization form from your college/university. Positions are open until filled so apply as soon as you receive your 09-10 academic year work study form. We only hire students with WA State work study funding.